

Case Study

Never Miss a Goal with HDBaseT



End Customer: Southbank Bar
Vertical: Hospitality & Retail



About the End Customer

Situated just off Nottingham's Trent Bridge, Southbank Bar is located within easy reach of Nottingham city center and a few minutes' walk from the homes of Nottingham Forest FC, Notts County FC, Nottingham Rugby Club and Trent Bridge Cricket Ground. The establishment understandably attracts a crowd that takes sports very seriously, but patrons are also treated to live music four nights a week, and a resident DJ who plays the latest chart hits and classic club anthems every weekend. The audio-visual system is a key component of the overall customer satisfaction with the establishment. Part of the Great Northern Inns group, Southbank Bar was recently selected by the parent company for an AV refit in order to provide an audio visual experience that would impress customers.

The Challenge

In keeping with the bar's tradition of pioneering new technologies, the goal of the new audiovisual system was to provide outstanding sports coverage and live entertainment that would cover every inch of the bar. A key requirement from the client was provision of audio to every area of the public space to ensure that visiting sports fans would have consistent access to live commentary. In addition, the client requested the ability to broadcast periodic promotional messages about food and beverage packages to the customers.

The Solution

Local AV specialists Cable Guys, along with AV distribution specialists CIE-Group, were called in to design and implement the system, consisting of dozens of screens, video walls and televisions delivering live sports coverage, news updates and entertainment from eight separate AV sources in a combination of full HD and 4K UHD. The team worked together to design and implement a fully integrated AV distribution system using the latest CYP HDBaseT range of 4K UHD Matrices and Receiver End Points, together with CYP's innovative EL-41PIP to provide multi-channel picture-in-picture functionality on the bar's 90-inch UHD screens.



Results

The finished AV system comprises eight sources, four Sky HD boxes, one band camera, a promotional computer delivering digital signage, a DVD player, and the picture-in-picture device which enables overlay of different sources on top of one another in multiple configurations. Three CYP 8x8 matrices control every source to every screen in the bar, enabling bar personnel to configure the content of each screen quickly and easily.

Within the system is the PU-8H8HBTPL-4K22 HDBaseT Lite Matrix delivering 4K content, as well as HDCP2.2 compliancy, together with the CYP's Power-over-Cable HDBaseT Lite Receivers. CYP's EL 41PIP picture-in-picture device supports broadcast of up to four separate sections of content at any one time without any bezel interference. For example, a screen can display two live matches simultaneously, the main match in full size with the other, whose result may impact the main match, in the bottom right corner. This allows customers to see the full sports story on a single screen, without having to look elsewhere (such as at the screen on their phone or at the other end of the bar). Up to four separate feeds can be displayed on one screen at any time.

Audio is provided to every area of the public space to ensure that visiting sports fans have consistent access to live commentary. This treatment even includes the restrooms; speakers installed there link directly to the audio in the bar to guarantee that customers never miss an exciting moment.

About HDBaseT

HDBaseT technology, powered by the Valens chipset, enables all-in-one connectivity between ultra-HD video sources and remote displays through a single 100m/328ft CAT6 cable or fiber, delivering uncompressed high definition 4k video, audio, USB, Ethernet, control signals and up to 100 watts of power.